Postgraduate Support Scheme (PSS) project profile

Name of placement provider: Capco

Sector/Type of business: Management Consulting, Financial Service

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Name and Position of Contact: Paul Byford, Delivery Lead

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Please give a brief description of the project

Capco is a professional services firm who provide consulting and advice to our clients, each of which are banks in the financial services sector.

The business requirement is to create a framework, method and technology tool to help codify, categorise, and understand the behaviour of consumers in the UK retail banking market sector. This is such that the framework/method/tool can be used as a basis to predict and measure the behaviour of the consumers in response to stimulus.

Please explain impacts this project is likely to have on your business

The project will create a solution that will help me provide more valuable advice to banks. This will help create demand for the advice which I can then offer as part of a professional services team. As a result revenue will increase and create new jobs in my firm for specialists to be part of the professional services team who will apply the framework/method/tool at banks and help improve it in the future.

Please outline the skills and knowledge the Postgraduate student is required to have

Ideally a mixture of;
1. Psychology, psycho-analytics, sociology, and consumer behaviour – to provide a psychology/sociology/behavioural foundation to model from.

2. Mathematics, statistics, economics, econometrics – to create and validate a model

3. Computer science, AI, big data, data analytics – to create the technology tool which will encapsulate the technology element of the project outcome.

I’m happy to take on multiple students in order to get the mix of skills required
Please outline any other requirements (eg access to facilities)

The students will benefit from access to the Essex labs and teachers.

Not essential, but a nice to have - I’m interested in finding students that would be interested in considering to apply to join the company on a full time basis after they complete their studies.